

### **LISTING OF CLAIMS**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously Presented) A method for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:
  - providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;
  - receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;
  - providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and
  - receiving, via the accessed web site, a response to the offer from at least one of the users.
2. (Previously Presented) The method of claim 1, wherein the offer code incorporated in the solicitation is entered by the user at the web site.
3. (Original) The method of claim 1, wherein the solicitation is sent through electronic means.
4. (Original) The method of claim 1, wherein receiving a request further includes:
  - providing a customer identification number; and
  - using the customer identification number to verify a user.

5. (Original) The method of claim 1, wherein the offer provides for adjusting existing customer account terms.

6. (Original) The method of claim 1, wherein the offer includes terms for new customers.

7. (Original) The method of claim 1, further including:  
adjusting a customer's account terms based on the response.

8. (Original) The method of claim 1, further including:  
creating a new customer account based on the response.

9. (Original) The method of claim 1, further including saving a user's access history.

10. (Original) The method of claim 9, further including:  
analyzing the user's access history; and  
modifying the offer based on the analysis.

11. (Original) The method of claim 1, wherein a customer's account is automatically updated based on the response.

12. (Previously Presented) A method for accessing web-based offers comprising:

receiving a solicitation with at least an offer code and a universal resource locator (URL) corresponding to a web site;

accessing a web site through the URL and entering the offer code via the accessed web site;

receiving, via the accessed web site, a set of offers based on the entered offer code; and

providing a response to the received offer at the web page.

13. (Canceled).

14. (Original) The method of claim 12, wherein the set of offers relate to at least one of cellular telephone products and services.

15. (Original) The method of claim 12, wherein the set of offers relate to financial services.

16. (Previously Presented) A method for providing web-based offers and receiving responses thereto comprising:

providing a host web site including a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

receiving the offer code at the prompt;

displaying a set of unique offers corresponding to the received offer code; and

receiving a response to the set of displayed offers.

17. (Original) The method of claim 16, wherein the set of offers relate to at least one of cellular telephone products and services.

18. (Original) The method of claim 16, wherein the set of offers relate to financial services.

19. (Previously Presented) An apparatus for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:

a providing module for providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;

a receiving module for receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;

a providing module for providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and

a receiving module for receiving, via the accessed web site, a response to the offer from at least one of the users.

20. (Original) The apparatus of claim 19, wherein the offer code incorporated in the solicitation is entered by the user at the web site.

21. (Original) The apparatus of claim 19, wherein the solicitation is sent through electronic means.

22. (Original) The apparatus of claim 19, wherein the receiving module for receiving a request further includes:

a providing module for providing a customer identification number; and

a using module for using the customer identification number to verify a user.

23. (Original) The apparatus of claim 19, wherein the offer provides for adjusting existing customer account terms.

24. (Original) The apparatus of claim 19, wherein the offer includes terms for new customers.

25. (Original) The apparatus of claim 19, further including:

an adjusting module for adjusting a customer's account terms based on the response.

26. (Original) The apparatus of claim 19, further including:

a creating module for creating a new customer account based on the response.

27. (Original) The apparatus of claim 19, further including saving a user's access history.

28. (Original) The apparatus of claim 27, further including:  
an analyzing module for analyzing the user's access history; and  
a modifying module for modifying the offer based on the analysis.

29. (Original) The apparatus of claim 19, wherein a customer's account is automatically updated based on the response.

30. (Previously Presented) An apparatus for accessing web-based offers comprising:

a receiving module for receiving a solicitation with at least an offer code and a universal resource locator (URL) corresponding to a web site;

an accessing module for accessing a web site through the URL and entering the offer code via the accessed web site;

a receiving module for receiving, via the accessed web site, a set of offers based on the entered offer code; and

a providing module for providing a response to the received offer at the web page.

31. (Canceled).

32. (Original) The apparatus of claim 30, wherein the set of offers relate to at least one of cellular telephone products and services.

33. (Original) The apparatus of claim 30, wherein the set of offers relate to financial services.

34. (Previously Presented) An apparatus for providing web-based offers and receiving responses thereto comprising:

a providing module for providing a host web site including a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

a receiving module for receiving the offer code at the prompt;

a displaying module for displaying a set of unique offers corresponding to the received offer code;

a receiving module for receiving a response to the set of displayed offers.

35. (Original) The apparatus of claim 34, wherein the set of offers relate to at least one of cellular telephone products and services.

36. (Original) The apparatus of claim 34, wherein the set of offers relate to financial services.

37. (Previously Presented) A computer-readable medium containing instructions for providing solicitations and web-based offers and receiving corresponding responses thereto comprising:

providing a solicitation to a set of users sharing pre-selected characteristics, incorporating in the solicitation at least an offer code and a universal resource locator (URL) corresponding to a web site;

receiving a request to access the web site through the URL and receiving the offer code via the accessed web site;

providing, via the accessed web site, an offer to at least one of the users, wherein the provided offer corresponds to the received offer code; and

receiving, via the accessed web site, a response to the offer from at least one of the users.

38. (Previously Presented) The computer-readable medium of claim 37, wherein the offer code incorporated in the solicitation is entered by the user at the web site.

39. (Original) The computer-readable medium of claim 37, wherein the solicitation is sent through electronic means.

40. (Original) The computer-readable medium of claim 37, wherein receiving a request further includes:

providing a customer identification number; and

using the customer identification number to verify a user.

41. (Original) The computer-readable medium of claim 37, wherein the offer provides for adjusting existing customer account terms.

42. (Original) The computer-readable medium of claim 37, wherein the offer includes terms for new customers.

43. (Original) The computer-readable medium of claim 37, further including: adjusting a customer's account terms based on the response.

44. (Original) The computer-readable medium of claim 37, further including: creating a new customer account based on the response.

45. (Original) The computer-readable medium of claim 37, further including saving a user's access history.

46. (Original) The computer-readable medium of claim 45, further including: analyzing the user's access history; and

modifying the offer based on the analysis.

47. (Original) The computer-readable medium of claim 37, wherein a customer's account is automatically updated based on the response.

48. (Previously Presented) A computer-readable medium containing instructions for accessing web-based offers comprising:

receiving a solicitation with at least an offer code and a universal resource locator (URL) corresponding to a web site;

accessing a web site through the URL and entering the offer code via the accessed web site;

receiving, via the accessed web site, a set of offers based on the entered offer code; and

providing a response to the received offer at the web page.

49. (Canceled).

50. (Original) The computer-readable medium of claim 48, wherein the set of offers relate to at least one of cellular telephone products and services.

51. (Original) The computer-readable medium of claim 48, wherein the set of offers relate to financial services.

52. (Previously Presented) A computer-readable medium containing instructions for providing web-based offers and receiving responses thereto comprising:

providing a host web site including a prompt for an offer code, wherein the offer code is included in a solicitation for a product or service;

receiving the offer code at the prompt;

displaying a set of unique offers corresponding to the received offer code; and



receiving a response to the set of displayed offers.

53. (Original) The computer-readable medium of claim 52, wherein the set of offers relate to at least one of cellular telephone products and services.

54. (Original) The computer-readable medium of claim 52, wherein the set of offers relate to financial services.